

Clean Version of Amended Claims

20. (Currently Amended) A method for responding to an e-mail message comprising:

- receiving an e-mail message created by an original sender;
- determining whether the received e-mail message corresponds to a one-touch e-mail message type, wherein said determining comprises:
 - parsing the received e-mail message prior to displaying the received e-mail message; and
 - detecting whether the received e-mail message includes a demarcation which distinguishes one-touch e-mail message types from non-one-touch e-mail message types;
- processing the received email message in response to determining the received e-mail message corresponds to a one-touch e-mail type, wherein said processing comprises:
 - identifying within the received e-mail message a main message and one or more option indicator demarcations, each of said option indicator demarcations corresponding to a user selectable option;
 - displaying the main message;
 - displaying for each of the one or more option indicator demarcations a corresponding first text which is included within the received e-mail message, wherein said first text describes a corresponding option;
 - displaying a second text in response to detecting the selection of a first option which corresponds to a first option indicator demarcation of said option indicator demarcations, wherein the second text is included within the received e-mail message and further describes the first option; and
 - automatically generating a reply message to the original sender which identifies the first option, in response to input from a user;
- displaying the received e-mail message without performing said processing, in response to determining the e-mail message does not correspond to a one-touch e-mail type.

21. (Currently Amended) The method of claim 20, wherein the one touch e-mail type is created by the original sender to include a main message and one or more user selectable options, each of the user selectable options including:

- a first text which describes a corresponding option; and
- a second text which further describes the corresponding option.

22. (Currently Amended) The method of claim 21, further comprising automatically assigning a number to each of the one or more options included within the received e-mail message, and wherein each of the one or more options are displayed along with a number which has been assigned to the corresponding option.

23. (Previously Presented) The method of claim 20, wherein the electronic message is received via an interactive television system.
24. (Previously Presented) The method of claim 23, wherein the at least one option is selected by using a television remote control device.
25. (Currently Amended) The method of claim 26, wherein the reply message is automatically generated and sent responsive to a single indication received from a user.
26. (Currently Amended) The method of claim 23, wherein subsequent to displaying the received e-mail message according to the first format on a receiving device of a user, the method further comprises disabling text input by the user.
27. (Currently Amended) The method of claim 20, wherein the one-touch email type is created by the original sender according to a first format, said first format including:
a first demarcation which identifies said received e-mail message as a one-touch email message type, wherein the first demarcation indicates one or more options follow the first demarcation; and
for each of said one or more options:
a begin short option indicator;
a long option text; and
an end short option indicator;
a second demarcation which indicates an end of said one or more options; and
a main message.
28. (Currently Amended) The method of claim 26, wherein in response to detecting said first option is selected, the method further comprises displaying a message to the user indicative of a single input from the user which will generate and send a reply message to the sender, said reply message including an identification of the first option and the user.
29. (Currently Amended) The method of claim 30, wherein the received e-mail message corresponds to an advertisement for a product or service, and wherein said reply message indicates an interest in the product or service by a user.
30. (Currently Amended) The method of claim 20, wherein the selected option is identified in a header of the reply message.
31. (Currently Amended) A method for creating and sending an e-mail message comprising an original sender creating and sending an e-mail message,
wherein if said original sender creates said e-mail message to be a one-touch e-mail type message, said e-mail message is created by said sender according to a one-touch e-mail format, said one-touch e-mail format comprising:

- a first demarcation which is usable by a recipient of the e-mail message to determine whether the e-mail message is a one-touch email message type or a non-one-touch e-mail message type, wherein the first demarcation indicates one or more options follow the first demarcation; and
- for each of said one or more options:
 - a begin short option indicator; and
 - a long option text;
- a second demarcation which indicates an end of said one or more options; and
- a main message;

wherein if said original sender creates said e-mail message to be a non-one-touch e-mail type message, said e-mail message is not created by said original sender according to said one-touch e-mail format.

32. (Cancelled).

33. (Previously Presented) The method of claim 31, wherein the electronic message is transmitted via an interactive television system.

34. (Previously Presented) The method of claim 33, wherein the at least one option is to be selected by using a television remote control device.

35. (Previously Presented) The method of claim 33, wherein the at least one option is to be identified in an automatically generated reply message if the at least one option is selected.

36. (Previously Presented) The method of claim 35, wherein the selected option is identified in a header of the reply message if the selected option is to be transmitted.

37. (Previously Presented) The method of claim 31, wherein the main message corresponds to an advertisement for a product or service, and wherein said option is selectable by a user to indicate an interest in said product or service.

38. (Currently Amended) A system for responding to an electronic message comprising:

- a processor configured to:
 - detect a received e-mail message;
 - determine whether the received e-mail message corresponds to a one-touch e-mail message type by:
 - parsing the received e-mail message prior to displaying the received e-mail message; and
 - detecting whether the received e-mail message includes a demarcation which distinguishes one-touch e-mail message types from non-one-touch e-mail message types;

process the received e-mail message in response to determining said message corresponds to a one-touch e-mail type, said process comprising:

- identifying within the received e-mail message a main message and one or more option indicator demarcations, each of said option indicator demarcations corresponding to a user selectable option;
- displaying the main message;
- displaying for each of the one or more option indicator demarcations a corresponding first text which is included within the received e-mail message, wherein said first text describes a corresponding option;
- displaying a second text in response to detecting the selection of a first option which corresponds to a first option indicator demarcation of said option indicator demarcations, wherein the second text is included within the received e-mail message and further describes the first option; and
- automatically generating a reply message to the original sender which identifies the first option, in response to input from a user;

display the received e-mail message without performing said process, in response to determining the e-mail message does not correspond to a one touch e-mail type;

a memory coupled with the processor, wherein the memory is configured to provide instructions to the processor.

39. (Currently Amended) A computer program product for responding to an electronic message, said product comprising a computer readable medium including program instructions executable to:
- detect a received e-mail message from an original sender;
 - determine whether the received e-mail message corresponds to a one-touch e-mail message type, wherein said determining comprises:
 - parse the received e-mail message prior to displaying the received e-mail message; and
 - detect whether the received e-mail message includes a demarcation which distinguishes one-touch e-mail message types from non-one-touch e-mail message types;
- process the received e-mail message, in response to determining the received e-mail message corresponds to a one-touch e-mail type, wherein said process comprises:

identifying within the received e-mail message a main message and one or more option indicator demarcations, each of said option indicator demarcations corresponding to a user selectable option;
displaying the main message;
displaying for each of the one or more option indicator demarcations a corresponding first text which is included within the received e-mail message, wherein said first text describes a corresponding option;
display a second text in response to detecting the selection of a first option which corresponds to a first option indicator demarcation of said option indicator demarcations, wherein the second text is included within the received e-mail message and further describes the first option; and
automatically generate a reply message to the original sender which identifies the first option, in response to input from a user;
display the received e-mail message without performing said process, in response to determining the e-mail message does not correspond to a one touch e-mail type.

40. (Previously Presented) The computer program product of claim 39, wherein the computer readable medium is selected from the group consisting of CD-ROM, floppy disk, tape, flash memory, system memory, hard drive, and data signal embodied in a carrier wave.